

My name is David Burtner. I perform under the stage name of Summeoyo (pronounced "some yo-yo"). I've also recorded CDs of my original songs that have received airplay on the radio.

I began as just a songwriter. As such I've had songs that were published and I've had some of my demos played on a local music show on the radio. At that time, only one commercial radio station gave any attention to local original music. When I decided to perform the novelty tunes that I've written, I received plenty of plays on the Internet. I've been interviewed and/or have had my songs played on local radio stations. How much I've been played on college and commercial radio outside my area, I do not know. I have neither the resources nor time to track that. I have had emails from colleges outside my area and have done an interview by phone. Also, I've had people traveling on business, who've seen me perform tell me that they've heard my songs before. My press kit may be viewed at: www.sonicbids.com/Summeoyo. Most people who patronize the clubs in my area have either heard me or heard of me.

Most stations in our area don't not play local music. The one or two that does (WBXQ and WSNU), does so on non-prime time and has had me as a guest. I've also been played by certain DJs during their shows for laughs as I do novelty - this is in addition to the local music shows. Besides the "bar bands" I'm one of the few who've had local airplay. If someone local performer is a country artist, they basically have no where local to get airplay. Solo pop artists are equally hampered in this regard. Rap musicians can't get heard on local radio either.

Therefore it is a matter of genre. It also is a matter of money. About eight or nine years ago, a popular "bar band" got some rotations on prime time. However, I noticed that they advertised a lot on those stations. I think the reason I get some play, but not a lot is because I do novelty. There is a negative attitude in the industry toward that genre. I'm also not a comedian - so that works against me because most novelty song performers who get airplay on morning shows, etc., are comedians.

Seven years ago I cowrote a CD with a local rock artist. We got airplay on the only local music show and that was it. Other stations either said that they followed certain stations in bigger markets with new material or that it had to be on the Billboard charts.

I know the FCC requires local programming. However most "local programming" in our area isn't about music. It is news or public service related. I've also noticed that the bigger the company is that owns the station, the less they feature local music in their "local programming". It's true that local programming's relationship to local music can be improved when there is local talent in that station's genre. However, requiring stations to set aside a certain percent of their "local programming" for local music would help music develop in that service area. However, if local music submissions fall below a defined level, radio programmers should be able to lessen the percentage of local music in their local programming. Such a change would be more community-responsive than the present system.

A definition of "local programming" should be defined in such a way to include both "locally originated" and "locally produced" with an emphasis on "locally originated". The FCC should also ensure that more programming decisions - especially music - should be made at the local station level. Of course this can not be done with syndicated shows - but the market will weed

out undesirable syndicated shows.

I think news should be out of the definition of "local programming". The market pretty much guarantees that local news will be on each station. The purpose, as I see it, of the "local programming" requirement is that talents - be they athletic, musical, or otherwise be made available so as to nurture these talents and abilities. It's a quality of community life issue.

Although sponsorship in community goodwill is exemplary, it should not be counted as "local programming". If such is seen as a means to fulfill a "local programming" requirement by the FCC, it certainly is being done for the wrong motive and cheats the community of the service and entertainment of local talent.

Commercial radio will always be subject to the corruption of money. The major labels and promoters they use have made it hard for any artist besides their's to get airplay on prime time. Payments and "gifts" to radio stations are definitely incentives to play songs being promoted. However sales people in all industries do the same. Limiting the size of these incentives from one promotion company to a station should be done in such a way that the incentives are of minimal value. I had one music director of a New York City radio station offer to meet me in the lobby of the building where his station was to "talk" about getting airplay.

As far as front and back announcing is concerned, I think it should not be for sale. But it need not be done for every song, every time it's played.

National playlists should be banned. It's one of the biggest evidences of money corrupting radio. It also invites corruption as it holds a huge reward for those who gain access to it through money. Local radio should have more discretion in music choices. The big media corporations should be able to profit from advertising if the locals learn how to read their communities. They have no incentive now to do that because they're making too much from the music promotion incentives they currently receive.

I hope my input may be of value to you in improving the quality of "local programming" in my community as well as all communities in our country. I thank you for the opportunity to have a say in this issue and wish you the best in resolving it.